

Middletown Springs (MTS) Creative Economy

Summary of planning phase

Workplan:

- Meetings of Steering Committee
- Input gathering from targeted individuals & town groups/organizations
 - Analyze inputs
- Review existing data & research
- Develop mission and vision statements
- Define organizational structure
- Develop image and marketing plan
- Prepare final documents

Input gathering from community:

- *From individuals*
 - *Individual interviews + June 2014 session*
 - *4 questions, including Needs*
 - *30 individuals*
- *From community groups/organizations*
 - *15 groups*
 - *85 people*
 - *4 questions, including Benefits*

Approximately 100 people provided input

Over 1,000 comments were received and analyzed

MTS Creative Economy Mission Statement:

To build the economic vitality of Middletown Springs as a great place to live, work and visit, our community-based group fosters linkages between individuals, businesses and community groups, creating a platform for community cohesion and strength.

Vision (of the Creative Economy):

A vibrant, welcoming community of diverse, creative people that all contribute to the economic and community well-being of Middletown Springs.

Image:



Creative Economy **Marketing Plan:**

- Organized around 3 main objectives:
 - Attract *visitors* (potential consumers) to MTS
 - Bring *consumers* to MTS' businesses for increased revenue (in person and/or online)
 - Attract *potential new residents and/or creative businesses* to MTS
- Under each of these objectives, there are a multitude of marketing/promotional items – many of them are no/low cost.
- Each includes target audiences, messages, marketing vehicles, timing and level of investment identified.

Organizational Structure: *'Collective Impact' Model*

The use of a 'collective impact' approach is (initial, best) model for advancing the creative economy effort in MTS:

- ❖ Contributors remain active through their *existing* community groups (where they have already an affinity)
- ❖ Linkages/bridges are built *between* groups and individuals to accomplish *defined* projects/efforts/initiatives
- ❖ Groups contribute consistent with *their* missions, and through their *existing* methods
- ❖ The CE "organization" serves as the linkage/bridge/convenor/backbone to establish & advance defined initiatives.
 - Select initiatives, identify interested parties, initiate, coordinate, monitor progress
 - Recommend this occur through quarterly Planning Commission meetings with few additional core CE team members at these meetings.

Recommendations for initial areas of focus/collective impact

Planning → Implementation

- Exploration of a cooperative-style arts & agriculture center, with interested parties
- Photograph (and video tape) artists, artisans and creative entrepreneurs (and events) in town – utilize in various ways
- Implement marketing plan – select elements & implement
- Harness the numerous skills, talents and energy of the many residents/town groups through collective impact – gain their involvement on aspects they are interested in
- Garner support from a core group (existing & new) to meet quarterly with Planning Commission to oversee collective impact initiatives

Maintain momentum; follow the energy & interests; take steps forward

Let us know how you would like to get involved, share your talents/skills, and contribute as we move from planning into implementation.

Steering Committee: Tom Hurcomb, Nick Seidner, Ryan Mahar, Kathy Letendre (consultant)